

ABSTRACT

This research is motivated by the realization of Corporate Social Responsibility PT. Gudang Garam Tbk. through the development and provision of sports equipment facilities and waste (organic and non organic) waste collection in 2016 at Taman Ngronggo Kota Kediri. Based on the results of the interview shows there are still many visitors of Taman Ngronggo who do not know PT. Gudang Garam Tbk. has conducted a corporate social responsibility program at Ngronggo Park in 2016. This study aims to determine the effect of the Corporate Social Responsibility program through the development and provision of sports equipment facilities and the provision of waste (organic and non organic) to PT. Gudang Garam Tbk.

The method used in this research is quantitative method with descriptive research type. Types of data used in this study are primary and secondary data. Sampling was done by non probability sampling method with convenience sampling technique, with 386 respondents. Data analysis techniques used descriptive analysis and simple linear regression analysis.

Based on the result of research indicate that the realization of Corporate Social Responsibility program positively influence to company image 24,2%, while the rest equal to 75,8% influenced by other factors not examined in this research.

Suggestions from researchers PT. Gudang Garam Tbk. to be more active in participating in building Taman Ngronggo, Taman Ngronggo can expand and provide more benefits for visitors and research other factors outside the Corporate Social Responsibility program at Ngronggo Park which has a considerable influence. Based on the determination coefficient is 24.2%

Key Words: Corporate Social Responsibility, Linier Regression - Simple, Corporate Image